

**MANSFIELD DOWNTOWN PARTNERSHIP
MEMBERSHIP DEVELOPMENT COMMITTEE MEETING
Mansfield Town Hall, Conference Room B
August 27, 2013
4:15 PM**

MINUTES

Present: George Jones (Chair), June Krisch, Shamim Patwa

Staff: Cynthia van Zelm

1. Call to Order

George Jones called the meeting to order at 8:05 am.

2. Approval of Minutes from May 27, 2013

Shamim Patwa made a motion to approve the Minutes of May 28, 2013. June Krisch seconded the motion. The motion was approved.

3. Time of Meetings

The Committee discussed moving the meetings to 4:30 on the 3rd Monday of the month, with the exception of the September meeting which would be on September 23. Ms. van Zelm will poll Committee members John Armstrong and Dennis Heffley to see if that works for them.

4. Mission of Committee

Mr. Jones shared his draft of the mission for the Committee.

Ms. Patwa suggested adding a benefit to membership such as a reception. Mr. Jones agreed that one on one outreach to members is important. How do we make members feel involved? Ms. Patwa said the membership usually implies some type of exclusivity so that a member gets a benefit not available to a non-member. Ms. Patwa suggested membership cards at events such as the StoDo Arts movies.

Ms. Krisch suggested sending a letter to members asking them to serve on a committee that has open slots.

Mr. Jones said he sees the main goal of the Committee to retain and gain new members.

Ms. Patwa asked whether businesses would be willing to offer discounts to members.

Ms. Patwa left the meeting.

Mr. Jones said he would work on text for the letter to members to serve on committees.

5. Membership Renewal Brochure – Fall 2013

The Committee suggested that membership renewals go out in January, not in fall 2013.

Mr. Jones said he would look at text for the membership brochure. Ms. Krisch suggested that a discount card be added to the membership brochure.

6. Update on Storrs Center

Ms. van Zelm said Price Chopper is expected to open in mid-2014.

She said the town square is in design.

7. Adjourn

The meeting adjourned at 9:03 am.

Minutes taken by Cynthia van Zelm.